RJ Reynolds
Tobacco Company

M. J. GOODMAN
Regional Operations Manager
486 Thomas Jones Way
Suite 200
Exton, PA 19341
610-280-9120
Fax: 610-280-9119

December 2, 1997

RJR Account # 839530
Continental Tobacco
21464 Atco Avenue
Atco, NJ 08004

January Doral $7.50 off 15 Packs #800007

To: Bib Gentile:

Doral product and shippers have been packed and are available for you at your wholesale supplier. Bernstein. If you have changed suppliers or this is not your current supplier, please call our Operations Office at 610-280-9120 and provide us with updated information for future promotions.

A retail account listing for this promotion is attached, please ship the nubers of displays indicated to your accounts on this listing.

Quantity of Shippers:	30
These shippers will service:	11 Retail Stores
Ship Date to retail	Week of January 16, 1998
Retail Sales Offer per SKU	20 Offers
Brand Assortment:	Doral Light Doral Light 100 Doral Full Flavor 100 Doral Menthol Light 100 Doral Full Flavor Doral Ultra Light 100
Billing per SKU	SAVINGS 4 Full Priced Cartons

Promotion Description: Utilizes self-contained shipper. Shipper has 20 pack display.

Ship the number of displays to each account as noted on the enclosed retail account listing.

51851 1225

Source: https://www.industrydocuments.ucsf.edu/docs/lyvy0000

Attached is a list of retail accounts authorized to receive the packed displays.

Important Note: If any of the accounts on the attached VAP listing refuse delivery or send the promotional shipper back to you, please contact our Operations office at 610-280-9120. We will arrange to have our sales representatives re-sell the product for you .

For additional information or questions please contact your RJR Representative: Robert Fricke.

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: R. Fricke

Source: https://www.industrydocuments.ucsf.edu/docs/lyvy0000

		CTS $7.50 OFF 15 PACK														
										22	44	44	22	22	22
										DOR	DOR	DOR	DOR	DOR	DOR
									#	LT	LT	FF	MEN.	FF	ULT
SR	ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	CHAIN ID	CHAIN NAME	DEALS		100	100	LT.100		100
133403	084924	BUTTS N BETS I	54 PARK BLVD	CLEMENTON	NJ	8021	5283 00 00	BUTTS & BETS	2	10	20	20	10	10	10
133403	563052	BUTTS N BETS III	598 CHEWS LANDING RD	LINDENWOLD	NJ	8021	5283 00 00	BUTTS & BETS	1	5	10	10	5	5	5
133403	659283	BUTTS & BETS #8	500 N BLACK HORSE PIKE	RUNNEMEDE	NJ	8078	5283 00 00	BUTTS & BETS	1	5	10	10	5	5	5
133403	711470	BUTTS AND BETS #9	1212 COOPER RD	DEPTFORD	NJ	8096	5283 00 00	BUTTS & BETS	1	5	10	10	5	5	5
133403	724603	BUTTS AND BETTS	507 BLACK HORSE PIKE # D	TURNERSVILLE	NJ	8012	5283 00 00	BUTTS & BETS	1	5	10	10	5	5	5
133403	741438	BUTTS AND BETS	519 WARWICK RD	SOMERDALE	NJ	8083	5283 00 00	BUTTS & BETS	1	5	10	10	5	5	5
133403	747179	BUTTS & BETS #14	3321 BLACK HORSE PIKE	SICKLERVILLE	NJ	8081	5283 00 00	BUTTS & BETS	1	5	10	10	5	5	5
133403	962444	BUTTS N BETS II	604 W KINGS HWY	MOUNT EPHRAIM	NJ	8059	5283 00 00	BUTTS & BETS	2	10	20	20	10	10	10
133407	356462	BUTTS N BETS IV	213 S BURNT MILL RD	VOORHEES	NJ	8043	5283 00 00	BUTTS & BETS	1	5	10	10	5	5	5
133407	507444	BUTTS & BETS VI	2146 ATCO AVE	ATCO	NJ	8004	5283 00 00	BUTTS & BETS	1	5	10	10	5	5	5
										60	120	120	60	60	60
839530	CONTINENTAL TOBACCO			NUMBER OF CASES						3	6	6	3	3	3

51851 1227

DEC-01-97 17:01 FROM:R J REYNOLDS TOBACCO ID:16102809119 PAGE 7/7

Source: https://www.industrydocuments.ucsf.edu/docs/lyvy0000